

Rep Order# 9808841 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 53519

Printed: 09/12/2012 12:56 PM
Last Received: 09/12/2012 11:39 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product DSCC IE
Estimate# 1703
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1703
Flight Dates 08/29/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-WILL MKGD LINES 17-18 ON CURRENT SKED
PLS CNF

was 43,350
- 3700 - marks
39,650 55103
9814040

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*17	W-F,M	5P-530P	12 LOCAL NEWS	:30	\$1,800.00	09/05-09/10	0	0	0	\$0.00	
		Sales Remark: V7 1X NA										
		V7 Comment Changed, Spots/week Changed										
	*18	W-F,M	530P-6P	12 LOCAL NEWS	:30	\$1,900.00	09/05-09/10	0	0	0	\$0.00	
		Sales Remark: V7 1X NA										
		V7 Comment Changed, Spots/week Changed										

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$39,650.00
Sales Totals: 35 / \$39,650.00
Station Totals: 35 / \$39,650.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$116,996	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPO 27%
		WKRC 33%	WLWT 24%	WSTR 2%	WXIX 9%	

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Books null
Demos RA35+

Rep Order# 9808841 Ver# 6 Status Returned
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Printed: 09/11/2012 1:42 PM
Last Received: 09/05/2012 3:51 PM
Showing Buylines: All Lines

1 of 4

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--- REMARKS ---

pls see lines 17 & 18
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F,M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$150.00	09/05-09/10	1	1	1	\$150.00	
	2	W-F,M	530A-6A	GOOD MORNING CINCY	:30	\$1,000.00	09/05-09/10	1	1	1	\$1,000.00	
	3	W-F,M	6A-630A	GOOD MORNING CINCY	:30	\$1,100.00	09/05-09/10	1	1	1	\$1,100.00	
	4	W-F,M	630A-7A	GOOD MORNING CINCY	:30	\$1,100.00	09/05-09/10	1	1	1	\$1,100.00	
	5	W-F,M	7A-730A	THE EARLY SHOW	:30	\$700.00	09/05-09/10	1	1	1	\$700.00	
	6	W-F,M	730A-8A	THE EARLY SHOW	:30	\$700.00	09/05-09/10	1	1	1	\$700.00	
	7	W-F,M	8A-830A	THE EARLY SHOW	:30	\$700.00	09/05-09/10	1	1	1	\$700.00	
	8	W-F,M	830A-9A	THE EARLY SHOW	:30	\$700.00	09/05-09/10	1	1	1	\$700.00	
	9	SA	730A-8A	12 NEWS SATURDAY	:30	\$650.00	09/08-09/08	1	1	1	\$650.00	
	10	SU	10A-1030A	CBS SUNDAY MORNING	:30	\$1,600.00	09/09-09/09	1	1	1	\$1,600.00	

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	11	W-F,M	10A-11A	ANDERSON	:30	\$550.00	09/05-09/10	2	1	2	\$1,100.00	
	12	W-F,M	12P-1230P	12 NEWS AT NOON	:30	\$1,800.00	09/05-09/10	2	1	2	\$3,600.00	
	13	W-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$950.00	09/05-09/10	1	1	1	\$950.00	
	14	W-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$700.00	09/05-09/10	2	1	2	\$1,400.00	
	15	W-F,M	4P-430P	12 NEWS FIRST	:30	\$1,600.00	09/05-09/10	1	1	1	\$1,600.00	
	16	W-F,M	430P-5P	12 NEWS FIRST	:30	\$1,600.00	09/05-09/10	0	0	0	\$0.00	
	*17	W-F,M	5P-530P	12 LOCAL NEWS	:30	\$1,800.00	09/05-09/10	1	1	1	\$1,800.00	
		Station Remark: V6 1x dna 9/10 no news tennis ran mg stp w/o 9/10 ncir										
	*18	W-F,M	530P-6P	12 LOCAL NEWS	:30	\$1,900.00	09/05-09/10	1	1	1	\$1,900.00	
		Station Remark: V6 1x dna 9/10 no news tennis ran mg stp w/o 9/10 ncir										
	19	W-F,M	6P-630P	12 NEWS AT 6P	:30	\$2,000.00	09/05-09/10	1	1	1	\$2,000.00	
	20	SA	6P-630P	12 NEWS	:30	\$850.00	09/08-09/08	1	1	1	\$850.00	
	21	SU	630P-7P	LOCAL 12 NEWS	:30	\$1,000.00	09/09-09/09	0	0	0	\$0.00	
	22	W-F,M	7P-730P	INSIDE EDITION	:30	\$1,600.00	09/05-09/10	1	1	1	\$1,600.00	
	23	W-F,M	727P-8P	ENT. TONITE	:30	\$1,600.00	09/05-09/10	0	0	0	\$0.00	
	24	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$800.00	09/08-09/08	1	1	1	\$800.00	
	25	W-F,M	11P-1135P	12 NEWS AT 11P	:30	\$2,200.00	09/05-09/10	2	1	2	\$4,400.00	
	26	SA	11P-1135P	12 NEWS @ 11P	:30	\$2,200.00	09/08-09/08	1	1	1	\$2,200.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	27	SA	1135P-1205A	TWO & A HALF MEN	:30	\$750.00	09/08-09/08	1	1	1	\$750.00	
	28	SA	1205A-105A	CRIMINAL MINDS	:30	\$500.00	09/08-09/08	1	1	1	\$500.00	
	29	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$750.00	09/09-09/09	1	1	1	\$750.00	
	30	TH-F	7A-8A	NEWS	:30	\$950.00	09/06-09/07	1	1	1	\$950.00	
	31	SU	12P-1P	NFL TODAY	:30	\$1,600.00	09/09-09/09	1	1	1	\$1,600.00	
	32	M	10P-11P	BENGALS POST	:30	\$1,000.00	09/10-09/10	3	1	3	\$3,000.00	
	33	TH-F	7P-8P	INSIDE/ET	:30	\$1,600.00	09/06-09/07	1	1	1	\$1,600.00	
	34	M	6P-7P	BENGALS PRE	:30	\$1,600.00	09/10-09/10	1	1	1	\$1,600.00	

---REPORT TOTALS---

Report Totals: 37 / \$43,350.00

---SALES MONTHLY TOTALS---

Sep 12: 37 / \$43,350.00
Sales Totals: 37 / \$43,350.00
Station Totals: 37 / \$43,350.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$127,914	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	27%
		WKRC	33%	WLWT	24%	WSTR	2%	WXIX	9%		

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Books null
Demos RA35+

Connell II, Jim

From: jgaunt@local12.com
Sent: Tuesday, September 11, 2012 11:24 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Democratic Senate Campaign Committee - 53519

This email notification contains (2) different actions.

Station: WKRC-TV

Order Information:
Order #: 53519
Order Total: \$43,350.00
Agency: Great American Media
Advertiser: Democratic Senate Campaign Committee
Product: DSCC IE
Alternate Order #: 09808841
Estimate #: 1703
Flight Dates: 09/04/12 - 09/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (53519-17-1):

Rate: \$1,800.00
Air Date: Mon 09/10/12
Eligible Days: M-WThF----
Inventory Code: 5p Local 12 News at Five
Inventory Description: 5p Local 12 News at Five
Inventory Code Time: 5:00 PM-5:30 PM

Spot Type: NM

Restricted: Earliest start: 5:00:00 PM, Latest end: 5:30:00 PM
Length: :30

Channel(s): [1] WKRC
Priority: Non Preemptible Spot
Preempt Reason: Program Change
Event 2 (Spot - Preempt)

*STP Wed. Fri
Mo 9/10 PM*

Preempted Spot Information (53519-18-1):

Rate: \$1,900.00
Air Date: Mon 09/10/12
Eligible Days: M-WThF----
Inventory Code: 5p Local 12 News at Five
Inventory Description: 5p Local 12 News at Five
Inventory Code Time: 5:30 PM-6:00 PM

Spot Type: NM

Restricted: Earliest start: 5:30:00 PM, Latest end: 6:00:00 PM
Length: :30

Channel(s): [1] WKRC
Priority: Non Preemptible Spot
Preempt Reason: Program Change

*STP W-Fri
Mo 9/10 PM*